# RJ REYNOLDS TOBACCO COMPANY



J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 634-4179 FAX (716) 634-3145

November 12, 1997

RJR Account #336660 Mr, R. Kirst E. P. KIRST & SONS

#### WINSTON . 70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Rick:

WINSTON.70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as <u>105</u> SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

Promoted Brand Styles UPC Code

**Product** 

7 Winston Filter Box 12300-24876
 7 Winston Light Box 12300-22772

PO #121097

Product / Premium Arrival: December 8, 1997

Ship Date to Retail: Week of: January 5, 1998

Displays (Item #536285)

SKU CUBE: 0.8260

SKU WT (w/o Product): 1.5000 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$3,832.94

#### **Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per <u>live 12M</u> case for all displays packed and shipped to retail on a timely basis. This equates to \$196.00 (7 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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(110)291-2580			SXN	τ	TTOPT	λN	ATTICA	II E WAIN ST	BUSY MART	EDESOL	162622	162602
(110)033-2554	051566		SAN	τ	14551	λN	MILLIAMSVILLE	TIOS MEHETE DE	WETZELS STATION	165289	162622	162602
\$658-859(911)	934802	2021-0000	SYN	τ	TZZÞT	λN	MIFFIFWEAIFFE	TR NIAM 2002	KOBO GVZ #223	584321	162622	162602
(170)541-5226				τ	74624	λN	ROCHESTER	TROS BUFFALO RD	MOBIL MART/F	923833	162621	162602
TSL6-765(9TL)	94 <b>7</b> 2E6	0000-6959		ī	14624	ЛX	ROCHESTER	3812 BUFFALO RD	WIDNIGHT EXPRESS	572090	162621	162602
9988-766 (317)	052816	0362-0102		τ	POOPT	λN	YPDEN	TS YAWGAOMB OSEE!	APLUS MINI MARKET	158604	162622	162602
0629-894(914)	932442	0000-6955		t	14485	λŃ	TE BOX	1940 E WYIN KD	MIDNIGHT EXPRESS	165209	162624	762602
0116-688(914)		0010-0660		τ	14624	λN	ROCHESTER	3334 CHIFI VAE	CEW #33-020\C	196989	162621	162602
(110)325-4080	940856	0000-6995		t	655 <b>7</b> T	λN	SPENCERPORT	BROCKBORT SP	WIDNICHT EXPRESS	97189	162630	762602
6ES6-E89(9TL)	921106			τ	52291	λN	CHEEKLOMAGA	3420 ONION BD	NK ENLEKERISES	492499	162629	762602
ZL69-968(9TL)	684626			τ	14512	ХN	DUFFALO	1342 EVEL DEFEAVA	TRADE FAIR FOOD MAR	076853	162629	162602
DLD6-298(9TL)				τ	14512	λN	BUFFALO	MOHAMED Y AL-DAIL	K+K WINI WYKKET	779392		162602
				t	490 P C	ХN	TRO42AD	SHIM-BIFF' INC'	SHIRLEY'S COUNTRY S	125643		162602
8869-766(317)	LST0Z6			τ	#00#T	ХN	YTDEN	ISISI BEOFDMAY ST	COUNTRY DAIRY MART	878282	162622	162602
LEES-9E8(9TL)	926824	7446-0000		Ţ	14514	λN	BUFFALO	TZ NIAM 8616	FRANKS MOBIL	L99196	162629	162602
ZVLL-ZE8(9TL)	929620			τ	14512	λN	BUPPALO	1479 KENSINGTON A	CPEAELAND-HILL DRUG	Z8L96E	162629	162602
(179)165-2302				Ţ	860%T	ХN	PANDONAIPPE	TS NIAM W EBI	THE E-Z SHOP	196777	162630	762602
OT06-748(9T4)	937276		SAN	ī	LESPI	λŃ	CHEEKLOMYCY	TIBO EKENCH KD	TOM MANKO MOBIL	TISTOD	162629	162601
0088-LE8(9TL)	726£E6	0000-TZ0Z	SAN	t	OSIĐI	ХN	AGNAWANOT	SAIR SHEKIDYN DK	ROBO GAS #503	398832	162622	109291
0765-769 (914)	LT9E06		SAN	τ	14150	λИ	NORTH TONAWAND	1091 OPINER ST	CORNER STORE	398819	762626	T09Z91
(170)835-6445	984886	S0ST-0000	NAS	τ	£2ZÞT	λN	BUFFALO	232 KENWOKE YAE	ROBO GVZ #205	398748	762622	162601
<b>ÞEÐT-ELL(9TL)</b>	408986		SAN	τ	74015	λN	GNALEI GNARÐ	S333 CEVAD ISTYAD	GRAVINO MOBIL	301993	162626	109791
T759-E89(9TL)	626826		· SAN	T	14043	λN	DEBEM	NYERO REDKEE OKBYN				
Z7E6-518(9TL)	808976		SAN	τ	TASOT	ХN	DUFFALO	TS OUTARIO ST	KINEKZIDE WOBIF	578832	162629	162601
S\$96-LL8(9TL)	088986		SAN	τ	14553	ХN		7532 COTAIN BEAD	KICHIYAD DIYSY SEKA	961195	162622	162601
5186-899 (9TL)	902551			τ	14554	λN	MEST SENECA	3205 CFINION ST	CLINTON SUNOCO	9 <b>Z9</b> EL7	162625	T09Z9T
6180- <b>&gt;</b> 69(91L)	889786	S0S7-0000		Ţ	14150	XΝ	AGNAWANOT N	941 BYANE YAE	KOBO GV2 #208	109792	762629	162601
	932434			τ	14511	λN	KENWÖBE	1311 SHEKIDYN DK	MIT-SHER SAC CIR	888987	162629	162601
₱€€८-€89 (9TL)				Ţ	€000T	λN	DEBEM	807 BEOYDMYA	S. PERSAUD MOBIL	STEESL	162629	109291
Z558-9£8(9TL)	SLT8E6	0362-0302		τ	OSTOT	ХN	AGNAWANOT	ON BRICHTON RD	SUNOCO COOP #7220	£00₽₽L	162626	162601
0070-522(912)		0362-0102		τ	ZLOĐT	λN	GRAND ISLAND		T.M. CALLAHAN SUNOC			
EZS6-Z69(9TL)	<b>335764</b>			t	OSTAT	λN	AGNAWANOT	10S DETYMARE AVEN	DEFGRONE SERVICE CT	<b>TTEBE9</b>	162626	162601
4995-448(9TL)	934265			T	14207	λN	BUFFALO	330 ONTARIO STREE	ONTARIO EXPRESS	914979		162601
(170)083-2750	649066			τ	EFOFT	λN	DEBEM	980 DICK BD'	TOPUX KOCEE	666869	1626291	162601
TT95-Z58(9TL)	282256			T	10291	ХN	BUFFALO	S33 2 ETWMOOD YAE				
(176)582-3007				T	50EPT	λN	NIAGARA FALLS	SSOS HADE BYRK BI	TAAM-T	874777		109291
(11e)812-64SS				τ	172 <b>7</b> 7	ХN	KENWOKE	SS85 ELMWOOD AVE	THE VILLAGE MART	<b>₽₽2</b> 097		162601
9021-162(911)	££80\$6			τ	40EPC	ХN	NIAGARA FALLS	RESE MINCARA FALL	ON THE GO	195427		109791
1030-285(317)	938613			τ	TOEPT	λN	NIAGARA FALLS	9024 FINE AVE		465569		109791
ELDL-162(9TL)	706156			Ţ	74304	λN	NIAGARA FALLS	HAT ARADAIN OF PALL	GAS PLUS	LTZL99	162626	162601
009T-Z88(9TL)	990916			τ	74573	ХN	BUFFALO	DIE W FERRY ST	M.SIDE LEADER DRUG	188ቅየይ	SZ9Z9T	162601
TO10-273 (317)	7920397	0000-0660		τ	14554		•					162601
# 7NOUS 1001							****		NAME		JIATSS	777
ACCT PHONE #	SHILIGUS	CHAIM-ID	XAT	YTQ	412	T2,	CITY	DDRESS	NDME	کا تالیت	1147719	aas_

**BSENERS** 

MA EE: II:33 AM DATE: 97-11-03 : BPVGE:

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#### WORKPLAN VAP TEMPLATE LISTING

PAGE:

18 DATE: 97-11-03

TIME: 11:34 AM

WHOLESAUER : 336660 E. P. KIRST & SONS, INC. <DIRECT> TEMPLATE : 800008 80100 WIN JAN .70/2 NO TEMPLATE SEQ : 0022 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	SТ	ZIP	OTY	TAX	CHAIN-ID	SHEDDITED	ACCT PHONE #
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1	NYS	2021-0000	934679	(716)833-3888
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	934901	(7161632-2789
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS		932491	(716)632-1512
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS		934273	(716)689-4739
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS	1449-0000	326790	[716]886-1716
162603	162623	579853	MOBIL EMPIRE STATE	3225 ORCHARD PARK	ORCHARD PARK	NY	14127	1			920215	(716)675-7799
162603	162623	563955	E. AURORA MOBIL	56 HAMBURG ST	EAST AURORA	NY	14052	1			904565	(716)652-4001
162603	162624	075092	MIDNIGHT EXPRESS	6316 TELEPHONE RD	PAVILION	NY	14525	1		5569-0000	932467	(716)584-3587
			GEMMATI'S APLUS MIN		WEST SENECA		14224	1		0362-0102		(716)675-3116
			CFM #33009	501 SUNSET DR	HAMBURG		14075	1				(716)649-0170
			REESE'S CONV MARKET		BUFFALO		14220	1			903351	(716)826-3255
			MOBIL WHIP		WEST SENECA		14224	1				(716)675-3153
			MIDNIGHT EXPRESS	629 E MAIN ST	BATAVIA		14020	1		5569-0000		(716)343-4482
			D & D MOBIL MART	6640 CLINTON ST	ELMA		14059	1				(716)681-2700
			TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG		14075	1				(718)648-3751
				255 BUFFALO ST	HAMBURG		14075					(716)648-9912
			HORVATH'S MOBIL	3326 LAKE SHORE R			14219		NYS			(716) 823-1104
			HELTHCO DISCOUNT	20 BUFFALO ST	HAMBURG		14075		NYS			(716)648-0710
			LUTZS MCKINLEY MOBI		BLASDELL		14219		NYS			(716)824-1879
			ABBOTT NEWS	516 ABBOTT RD	BUFFALO		14220		NYS			(716)824-6267
			HOGGS DAIRY LAKEVIE	• •	LAKE VIEW		14085		NYS			(716)627-7910
	162623		LUTZ MOBIL	5073 CAMP RD	HAMBURG		14075		NYS			(716)649-2974
162603			ARMOR SUPERETTE	5020 ARMOR DUELLS			14127		NYS			(716)648-3013
			CPM #33-022	615 OAKWOOD AVE	EAST AURORA		14052	_	NYS	0990-0000		(716)652-8879
			CFM #33-012	3045 S PARK AVE	LACKAWANNA		14218		NYS	0990-0000		(716)826-6856
			D & D MOBIL INC./F	661 JAMISON RD	ELMA		14059	_	NYS			(716)652-5460
			CY'S PHARMACY	2317 BOWEN RD	ELMA		14059		NYS			(716)652-3920
			SUNDCO COOP #7397	432 DINGENS ST	BUFFALO		14206	_	NYS	0362-0302		(716)826-3500
	162624		C-STORE	640 PITTS-VIC RD.			14534	1				(716)248-8145
162604			SUTHERLAND SERVICE MIDNIGHT EXPRESS	9 MONROE AVE 3932 SCOTTSVILLE	PITTSFORD SCOTTSVILLE		14534 14546	1				(716)381-5610
			SUNOCO COOP #7342	420 W COMMERCIAL	EAST ROCHESTER			_	NYS	5569-0000 0362-0302		(716)889-3090
			SUNOCO COOP #7342	1435 GOODMAN ST N			14445		NYS	0362-0302		(7161586-9290
			NEWCOMB OIL	513 E MAIN ST	PALMYRA		14522		NYS	3514-0000	930644	(716)266-9762 (315)597-5853
			UNION NEWS INC.	213 N UNION ST	OLEAN		14760	1		3514-0000	614000	(718)372-0063
162606	102223		LAKEWOOD MART	409 E FAIRMOUNT A			14701	1				(716)48B-0693
	160600		U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN		14701	2				(716)488-9235
			US NEWS	1393 EAST 2ND ST	*		14701	1				(716)488-9235
			LAKEWOOD CONVENIENT				14750	1			357120	(716)763-3209
			BOBS NEWS	14 MAIN STREET	SPRINGVILLE		14141	ı			901694	(716 592-2630
			YELLÓW GÓOSE #7	14 N ERIE ST	MAYVILLE		14757	1				(716)753-2606
			WEBER CITY MKT	RT 16	YORKSHIRE		14173	_	NYS			(716)496-5442
162606	102023		CFM #33-038	8661 S MAIN ST	EDEN		14057		NYS	0990-0000		(716)992-3238
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#### WORKPLAN VAP TEMPLATE LISTING

PAGE:

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DATE: 97-11-03 TIME: 11:34 AM

WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	€	ADDE	RESS		CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162606	162628	584385	U.S.	NEWS	107	W 3RD	ST	JAMESTOWN	NY	14701	נ	. NYS		913970	(716)	664-7357
162606	162628	313882	ROBO	ENTERPRISES	111	MARION	\$T	JAMESTOWN	NY	14701	3	. NYS		911271	(716)	661-9190
		D:	CF PE	PERK TOTAL ACCO	TIMES		87	TOTAL CHANTITY				94				

#### WHOLESALER PACKING INSTRUCTIONS

### VALUE ADDED PROMOTIONS 1ST QTR.'98

## January WINSTON .70/2 PK

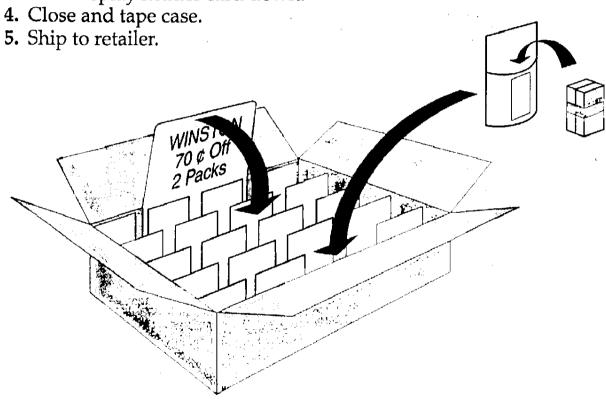
(70 cents off 2 packs)

#### **STEPS**

1. Open WINSTON .70/2 PK shipping case.

2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.

3. Fold display header card down.



Item: #536285

Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF	LT	
Number of Cartons	2	2	9924